

Subject: Re: Next On Sixth Grand Opening
From: Julie Fornaro <jfornaro@newgroundco.com>
Date: 11/09/2017 03:29 PM
To: Wilshire Center BID <info@wilshirecenter.com>
CC: Dustin Storey <dustin@centurywestpartners.com>

Hello Michael, see the attached which you can use in your newsletter. I have also attached a few images for you. Unfortunately we don't yet have building exterior photos, but these include interiors and a couple shots of the Grand Opening event. Please let me know that you received these. Thanks!

All the best,
Julie Fornaro
NewGround PR & Marketing
562.587.3957

— ATT00001.htm —

— 12-CWP_NOS_208_Model_Living.jpeg —



— ATT000002.htm —

— 7-CWP_NOS_203_Model_Living_Bedroom.jpeg —



— ATT000003.htm —

— 7075-Next on Sixth - Fitness Center-06-24-2017.jpeg —



— ATT00004.htm —

— 7075-Next on Sixth - West Sky Lounge-06-24-2017b75.jpeg —



— ATT00005.htm —

— NEXT Grand Opening Candy Bar.jpeg —



— ATT00006.htm

— NEXT Ribbon Cutting.jpeg



—ATT00007.htm—

On Nov 9, 2017, at 3:01 PM, Wilshire Center BID <info@wilshirecenter.com> wrote:

Hi Julie,

Any updates? I would like to go to press by tomorrow.

Thank you,
Michael Russell
Executive Director
Wilshire Center Business Improvement District (WCBID)
mike@wilshirecenter.com
www.wilshirecenter.com
[facebook.com/wilshirecenter](https://www.facebook.com/wilshirecenter)
IG: @WilshireCenterBID
213-487-7003

3600 Wilshire Blvd., Suite 1032
Los Angeles, CA 90010

On Nov 7, 2017, at 10:54 AM, Wilshire Center BID
<info@wilshirecenter.com> wrote:

Thanks you Julie! Can please you also include two photos of the grand opening and the building?

Thank you,
Michael Russell
Executive Director
Wilshire Center Business Improvement District (WCBID)
mike@wilshirecenter.com
www.wilshirecenter.com
facebook.com/wilshirecenter
IG: @WilshireCenterBID
213-487-7003
3600 Wilshire Blvd., Suite 1032
Los Angeles, CA 90010

On Nov 7, 2017, at 10:42 AM, Julie Fornaro
<jfornaro@newgroundco.com> wrote:

Yes, I'll be in touch, thanks

On Nov 7, 2017, at 10:41 AM, Wilshire Center BID
<info@wilshirecenter.com> wrote:

Hi Julie,

Yes, no problem. That sounds good. Can you get me something by Thursday?

Thank you,
Michael Russell
Executive Director
Wilshire Center Business Improvement District (WCBID)
mike@wilshirecenter.com
www.wilshirecenter.com
facebook.com/wilshirecenter
IG: @WilshireCenterBID
213-487-7003
3600 Wilshire Blvd., Suite 1032
Los Angeles, CA 90010

On Nov 7, 2017, at 10:37 AM, Julie Fornaro
<jfornaro@newgroundco.com> wrote:

Hi Michael, are you thinking of using that article in your newsletter? I have some concerns about you doing that because there are copyrights on news articles and you could potentially get in trouble. I think it's better if I create one for you of the same length and you use that instead. Sound good?

Julie Fornaro
NewGround PR & Marketing
562.587.3957

On Nov 7, 2017, at 10:31 AM, Wilshire Center BID
<info@wilshirecenter.com> wrote:

Hi Julie,

This article is actually the perfect length: <https://nextonsixth.com/2017/10/century-west-holds-next-sixth-grand-opening/>

Thank you,
Michael Russell
Executive Director
Wilshire Center Business Improvement District (WCBID)
mike@wilshirecenter.com
www.wilshirecenter.com
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IG: @WilshireCenterBID
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3600 Wilshire Blvd., Suite 1032
Los Angeles, CA 90010

On Nov 7, 2017, at 7:25 AM, Julie Fornaro
<jfornaro@newgroundco.com> wrote:

Hello Michael, how long does the article need to be in length? I can probably work from our press release and turn it into a shorter article. Let me know, thanks!

Julie Fornaro
NewGround PR & Marketing
562.587.3957

On Nov 6, 2017, at 4:28 PM, Dustin Storey
<dustin@centurywestpartners.com> wrote:

Julie,

Are you able to assist with Michael's request below from the PR article that your team wrote for us? Thank you so much

<image001.gif>

From: Wilshire Center BID
[<mailto:info@wilshirecenter.com>]
Sent: Monday, November 6, 2017 4:14 PM
To: Dustin Storey
<dustin@centurywestpartners.com>
Subject: Next On Sixth Grand Opening

Hi Dustin,

I'm looking for an article for our WCBID newsletter that needs to go out this week.

Do you have a write up on the Next on Sixth Grand Opening event that I could use?

Hope all else is well.

Thank you,
Michael Russell
Executive Director
Wilshire Center Business Improvement District (WCBID)
mike@wilshirecenter.com
www.wilshirecenter.com
[facebook.com/wilshirecenter](https://www.facebook.com/wilshirecenter)
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Los Angeles, CA 90010



—Attachments:—

Wilshire Business District NEXT on Sixth Article_11 9 17.docx	15.7 KB
ATT00001.htm	215 bytes
12-CWP_NOS_208_Model_Living.jpeg	283 KB
ATT00002.htm	244 bytes
7-CWP_NOS_203_Model_Living_Bedroom.jpeg	335 KB
ATT00003.htm	215 bytes
7075-Next on Sixth - Fitness Center-06-24-2017.jpeg	258 KB
ATT00004.htm	215 bytes
7075-Next on Sixth - West Sky Lounge-06-24-2017b75.jpeg	239 KB
ATT00005.htm	244 bytes
NEXT Grand Opening Candy Bar.jpeg	155 KB
ATT00006.htm	215 bytes
NEXT Ribbon Cutting.jpeg	119 KB
ATT00007.htm	24.3 KB